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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

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March 29, 2001

Ms. Magalie Roman Salas
Secretary
Federal Communications Commission
Washington, DC 20554

**Re: Amendment of Section 73.202(b)
Table of Allotments
Shelbyville and La Vergne, Tennessee**

Dear Ms. Salas:

Transmitted herewith on behalf of WYCQ, Inc. is an original and four copies of its Petition for Rule Making seeking reallocation of Channel 275C1 to La Vergne, Tennessee as its first local aural transmission service in lieu of Shelbyville, Tennessee, and to modify the facilities of WZPC(FM) to specify operation on Channel 275C1

Should any questions arise concerning this matter, please contact this office directly.

Sincerely,


John F. Garziglia

Enclosures

No. of Copies rec'd 0+4
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Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

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MAR 29 2001

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In the Matter of)
)
Amendment of Section 73.202(b)) MM Docket No. _____
Table of Allotments) RM No. _____
FM Broadcast Stations)
(Shelbyville and La Vergne, Tennessee))

To: Chief, Allocations Branch

PETITION FOR RULE MAKING

WYCQ, Inc. (the "Petitioner"), the licensee of WZPC(FM), Shelbyville, Tennessee, by its attorneys, pursuant to Sections 1.401 and 1.420(i) of the Commission's Rules, hereby seeks the commencement of a rule making proceeding to amend the Table of Allotments for FM Broadcast Stations, 47 C.F.R. §73.202(b), to reallocate Channel 275C1 to La Vergne, Tennessee as its first local aural transmission service in lieu of Shelbyville, Tennessee, and to modify the facilities of WZPC(FM) to specify operation on Channel 275C1 at La Vergne, Tennessee. The substitution would provide La Vergne, Tennessee with its first local aural service (fulfilling the Commission's third priority for FM allocations), while Shelbyville, Tennessee would continue to receive local service from noncommercial educational FM station WBIA(FM), and AM stations WLIJ(AM) and WZNG(AM). The Petitioner proposes no change in the WZPC(FM) transmitter site, and thus there will be no disruption of service or change in the population served by WZPC(FM). In support whereof, the following is submitted:

1. The Petitioner requests that the FM Table of Allotments be amended as follows:

<u>Community</u>	<u>Present Channel</u>	<u>Proposed Channel</u>
Shelbyville, TN	275C1	---
La Vergne, TN	---	275C1

2. La Vergne, Tennessee is a community for allotment purposes. La Vergne is an

incorporated city with a population of 18,687 persons (2000 U.S. Census). See Revision of FM Assignment Policies and Procedures, 90 FCC 2d 88, 100 (1982) (requirement of an allotment to a community is generally satisfied if the community is either incorporated or listed in the U.S. Census). In addition to being an incorporated city, La Vergne, Tennessee is self-governing with its own Mayor (Mike Webb), Vice-Mayor (Mark Dodd), Aldermen (David Fleming, Sherry Green, and E.T. Martin), City Administrator (Mark Moshea), Police Department (Chief Howard "Butch" Morris), Fire Department (Chief A.C. Wintermeyer), Public Works Department (M. Dwayne Hicks), City Recorder (Bruce Richardson), Tax Collector (Evie Rutledge), Library Director (Faye Toombs), Finance Department (Treasurer Bob Joines), and Department of Planning and Codes (M. Dwayne Hicks). See Middle Tennessee Industrial Development Association's 2000 Community Data Sheet, at pages 1-2 (attached as Exhibit 1); See also Excerpt from the City of La Vergne's website "La Vergne City Officials" (attached as Exhibit 2). There are also three (3) elementary schools (Cedar Grove, La Vergne Primary, and Rock Springs), one (1) middle school (Roy Waldron Jr. High), and one (1) senior high school (La Vergne High). See Heart of Tennessee, Rutherford County Chamber of Commerce's Schools List (attached as Exhibit 3); see also Exhibit 1, at page 1.

3. Numerous churches, organizations, and businesses also serve La Vergne, Tennessee, including Miracle Baptist Church, the Lions Club, the Rotary Club, Friends of Hurricane Creek Landing, the Senior Citizens Center, First Tennessee Bank, Suntrust Bank, A.O. Smith, Arden Fasteners, Celestica, Coca-Cola Bottling Co. Consolidated, Day Runner Inc., Gerald R. Page Corp., Hennessy Industries Inc., Ingram Book Group Inc., Ludlow Technical Products, NIFCO, Quality Industries Inc., Star Tool & Manufacturing Inc., Triangle Auto Spring, and Whirlpool Corp. See October Newsletter of the City of La Vergne Parks & Recreations' La Vergne Senior Center (attached as Exhibit 4); Heart of Tennessee, Rutherford County Chamber of Commerce's Civic Clubs list (attached as Exhibit 5); Heart of Tennessee, Rutherford County Chamber of Commerce's Banks, Finance, Mortgage Loans list (attached as

Exhibit 6); see also Heart of Tennessee, Rutherford County Resource & Site Guide, at pages 44-46 (for additional businesses)(attached as Exhibit 7); Excerpt from the City of La Vergne's website "Community and Regional Links", at pages 1-2 (attached as Exhibit 8). Many of these churches, organizations, and businesses incorporate "La Vergne" in their name. Some examples are: La Vergne Church of Christ, La Vergne First United Methodist Church, La Vergne Flower Shoppe, Imports-La Vergne Auto Salvage, La Vergne Pawn & Jewelry, and La Vergne Tire & Auto Center. See Exhibit 8; Kenansville, Florida, 10 FCC Rcd 9831 (1995) (existence of a number of organizations incorporating the community's name is indicative of community status).

4. Petitioner's request to change the community of license for WZPC(FM) from Shelbyville to La Vergne, Tennessee is deserving of a first local aural service preference under the policy set forth in Faye and Richard Tuck, 3 FCC Rcd 5374 (1988)("Tuck"). Under Tuck, where a station proposes to change its community of license from a community outside an urbanized area to one inside an urbanized area encompassing more than 50% of the urbanized area, as is the case here, the Commission will consider three (3) major factors to determine whether the proposed community is deserving of a first local aural service preference (FM Priority 3). One of the major factors is the degree to which the proposed station would provide service to the new community of license and to the adjacent urban area (the signal population coverage factor). In the instant case, while the proposed 70 dBu signal of WZPC(FM) at La Vergne, Tennessee encompasses more than 50% of the Nashville Urbanized Area, necessitating a Tuck analysis, the Petitioner proposes no change in the transmitter site for WZPC(FM) or any other changes in the facilities of the station other than a change in the station's community of license. See Map entitled "WZPC(FM) 70 dBu City Grade Contour Over Nashville Urbanized Area" (attached as Exhibit 10). Thus, there will be no change in coverage. See Bay St. Louis and Poplarville, Mississippi, 10 FCC Rcd 13144 (1995)(Petitioner proposed no change in transmitter site and thus there was no change in coverage with respect to the signal population coverage factor under Tuck).

5. The second major factor analyzed by the Commission under Tuck is the size and proximity of the proposed community of license as compared to the population of the urbanized area. La Vergne, Tennessee is located approximately five (5) miles from Nashville, Tennessee. See Exhibit 1, at page 1; see also Excerpt from the City of La Vergne's website (under caption "Location")(attached as Exhibit 2). According to the 2000 U.S. Census, La Vergne has a population of 18,687 persons and Nashville has a population of 569,891 persons. While the population of La Vergne is 3.3% of the population of Nashville, the Commission does not preclude awarding first local aural service preference under Tuck based on population differences alone. In fact, the Commission has granted proposals even when the difference in population has been 0.9%, where the Commission found independence of the proposed community from the central city. See Ada, Newcastle and Watonga, Oklahoma, (11 FCC Rcd 16896 (1996)(first local aural service preference awarded even though the population of Newcastle, Oklahoma is 0.9% of the population of Oklahoma City, Oklahoma where the Commission found that Newcastle was sufficiently independent of the Oklahoma City Urbanized Area).

6. The final and most important major factor analyzed by the Commission under Tuck is the interdependence of the proposed community with the central city. See e.g., Headland, Alabama and Chattahoochee, Florida, 10 FCC Rcd 10352 (1995); Cross Plains, Texas, et al., 15 FCC Rcd 5506 (2000). The Commission reviews various types of information under this major factor, as set forth below. In the instant case, La Vergne, Tennessee (the proposed community) is clearly independent of Nashville, Tennessee (the central city).

- a. The extent to which community residents work in the larger metropolitan area rather than the specified community. Many residents of La Vergne work in the community, which offers over 40,000 jobs. See "Another Feather in La Vergne's Cap", Daily News Journal (April 6, 2000)(attached as Exhibit 11). Because there are numerous major manufacturers (those that employ more

than 50 employees) as well as numerous retail and commercial establishments in La Vergne, residents of La Vergne do not need to leave La Vergne to seek employment. A list of major manufacturers in La Vergne is attached as part of Exhibit 1, at page 4. See also Exhibit 8, at pages 44 – 46 (for additional manufacturers). They include Bridgestone/Firestone (1,900 employees), Ingram Distribution Group (2,600 employees), Teledyne Advanced Materials (450 employees), Tennessee Farmers Cooperative (410 employees, Waldenbooks (946 employees), and Whirlpool Corporation (2,000 employees). Id.

- b. Whether the smaller community has its own newspaper or other media that covers the community's local needs and interest. Although La Vergne, Tennessee does not publish its own newspaper, the residents of La Vergne are served by the Rutherford Courier, a weekly newspaper which covers local needs and interests. The Tennessean, a daily newspaper, and the New Journal, another daily newspaper, also serve La Vergne in addition to national newspapers. The residents of La Vergne are also served by La Vergne Government Access television (Channel 3) as well as major networks, and a cable television system with 35 channels. See Exhibit 1, at page 3. La Vergne also maintains its own website (www.LaVergne.org), which contains the City's meeting schedule, Board Meeting Minutes, various reports, and links to various local community and department web sites.
- c. Whether community leaders and residents perceive the specified community as being an integral part of, or separate from, the larger metropolitan area. Established as a small grazing community over 200 years ago, La Vergne has evolved into one of the fastest growing cities in Tennessee. See Excerpt from the City of La Vergne's website "La Vergne: It's What You've Been Looking

For!" (attached as Exhibit 12). La Vergne is clearly a separate community with its own vision of growth. Such independence necessitates the extensive local government discussed above, and has even led to occasional clashes with neighboring jurisdictions. See "Hitting the Ground Running" Daily News Journal (March 15, 2001)(interview with the new La Vergne City Administrator examining relations with the county government and nearby cities)(attached as Exhibit 13).

- d. Whether the specified community has its own local government and elected officials. As discussed above, La Vergne, Tennessee is self-governing with its own taxing authority. La Vergne is governed by a Mayor (Mike Webb), Vice-Mayor (Mark Dodd), Aldermen (David Fleming, Sherry Green, and E.T. Martin), and City Administrator (Mark Moshea), among others. The Mayor and Aldermen meet monthly.
- e. Whether the smaller community has its own telephone book provided by the local telephone company or zip code. La Vergne, Tennessee has its own post office and several zip codes (37014, 37086, and 37167)(U.S. Census Bureau).
- f. Whether the community has its own commercial establishments, health facilities and transportation systems. In addition to those listed above (at paragraph 3), La Vergne, Tennessee has numerous other commercial establishments. Examples are: Allvan Corp., Batesville Casket Co., Chase Industrial Electronics, Crown Label Inc., G&G Millwork, Haverty's Furniture, Hoover Co. Inc., Ingersoll-Rand Co., Royal Cup Inc., Triple Steel Inc., and Waldenbooks/Borders Books Inc. See Exhibit 6. La Vergne is serviced by three (3) medical clinics providing primary and specialty services. See Exhibit 1, at page 3. There are 13 Protestant churches and 1 Catholic church in La Vergne. Community recreational facilities include 12 ball fields, a

football field, a soccer field, several tennis courts, a walking trail, and a library. Id.

- g. The extent to which the community and central city are part of the same advertising market. To the extent that La Vergne shares in the circulation of the Daily News Journal and Murfreesboro newspapers, locally targeted advertisements are regularly placed supporting a large advertising department. See Daily News Journal advertising department contact list (attached as Exhibit 14). There is also advertising on the Internet that does target the La Vergne market directly, and commercial sponsorships are available for local events. See La Vergne real estate agent web page (attached as Exhibit 15); contact information for sponsoring La Vergne “Old Timers’ Day” (attached as Exhibit 16). With no local radio station, there are no radio advertising revenues directly attributable to La Vergne.
- h. The extent to which the specified community relies on the larger metropolitan area for various municipal services, such as police, fire protection, schools, and libraries. La Vergne has its own police, fire, and public works departments in addition to its own city administrator, city recorder, tax collector, finance department, and department of planning and codes. See Exhibit 1, at page 2. Water and sewer services are also provided by the city. In addition to its own library, La Vergne is also served by three (3) elementary schools (Cedar Grove, La Vergne Primary, and Rock Springs), one (1) middle school (Roy Waldron Jr. High), and one (1) senior high school (La Vergne High). Id. at page 1; see also Exhibit 2.

7. Although the signal population coverage factor and the size and proximity of La Vergne, Tennessee to Nashville, Tennessee may favor attributing the Nashville stations to La Vergne under Tuck, La Vergne, Tennessee is deserving of a first local aural service preference

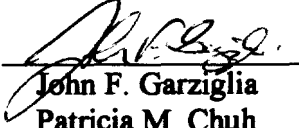
since it is clearly independent from the Nashville Urbanized Area, as demonstrated above. Accordingly, the substitution of La Vergne, Tennessee for Shelbyville, Tennessee as WZPC(FM)'s community of license would result in a preferential arrangement of allotments pursuant to Revision of FM Assignment Policies and Procedures, 90 FCC 2d 88 (1982) and Amendment of the Commission's Rules Regarding Modification of FM and TV Authorizations to Specify a New Community of License, 4 FCC Rcd 4870 (1989). The substitution would provide La Vergne, Tennessee with its first local aural service (fulfilling the Commission's third priority for FM allocations), while Shelbyville, Tennessee would continue to receive local service from noncommercial educational FM station WBIA(FM), and AM stations WLIJ(AM) and WZNG(AM). Because the Petitioner proposes no facilities changes other than the change in the community of license, there will be no disruption of service or change in the population served by WZPC(FM). All those who currently receive WZPC(FM) will continue to do so. Thus, the objectives of 47 U.S.C. §307(b) would be served by substituting the community of license for WZPC(FM) from Shelbyville to La Vergne, Tennessee.

8. WYCQ, Inc., the Petitioner, hereby certifies that it has a present intention to apply for the new channel when allotted, and when authorized, to promptly build the modified facilities and commence operation of WZPC(FM) on Channel 275C1 at La Vergne, Tennessee.

WHEREFORE, for the foregoing reasons, it is respectfully requested that the Commission commence a rule making proceeding to reallocate Channel 275C1 from Shelbyville to La Vergne, Tennessee, as its first local transmission service, and to modify the facilities of WZPC(FM) accordingly to specify operation on Channel 275C1 at La Vergne, Tennessee.

Respectfully submitted,

WYCQ, Inc.

By: 
John F. Garziglia
Patricia M. Chuh
Its Attorneys

PEPPER & CORAZZINI, L.L.P.
1776 K Street, N.W., Suite 200
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Date: March 29, 2001



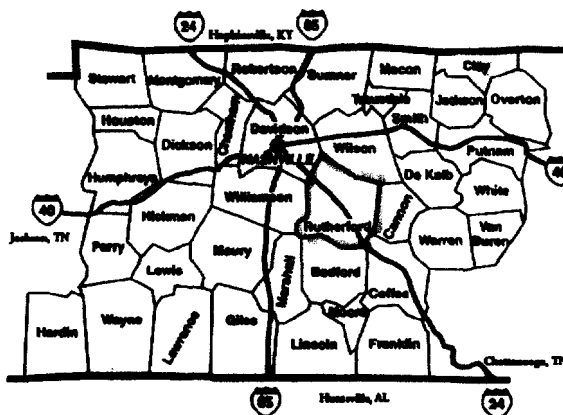
Middle Tennessee Industrial Development Association

2000 Community Data Sheet

LaVergne Rutherford County

LOCATION

County: Rutherford Sq. Miles: 615
Proximity: Nashville, 5 miles
Murfreesboro, 8 miles
Region: Middle Elevation: 614'



POPULATION

	1980	1990	1998	% Nonwhite 1990 Census
County	84,058	118,570	159,549	10.8
City	5,700	7,499	16,001	+ 10.7

EDUCATION

Schools	Number Enrolled	Pupil/ Teachers
Elementary (3)	2,708	20:1
Middle (1)	823	26:1
Senior High (1)	1,490	30:1

Colleges: Middle Tennessee State University,
Murfreesboro Tennessee 18,993 students with
23:1 pupil/instructor ratio

CLIMATE

Average Temperature:

Annual	57.1°
January	36.4°
July	78.8°

Annual Average Precipitation: 53.75"

Prevailing Winds: Southerly

Mean Length of Freeze-Free Period (days): 180-220.

LABOR MARKET ANALYSIS

County	Labor Market Area*
Projected Population, 2000	160,668 1,031,178

Labor Force ¹		
Civilian Labor Force	95,010	572,920
Employment	92,560	557,020
Unemployment	2,450	15,900
Unemployment Rate	2.6	3.5

Available Labor		
Estimated Available ¹	2,280	15,250
Annual HS Graduates	1,650	7,443

Manufacturing in Area ²		
Number of Units	200	1,535
Annual Avg. Employment	20,660	90,055

* Labor Market Area is defined as Rutherford, Bedford, Cannon, Coffee, Davidson, Marshall, Williamson and Wilson Counties, Tennessee.

¹ As of Jan-00

² 1998 Annual Averages

The ability of the Middle Tennessee area to supply ample labor for industry is enhanced by an excellent rural road system and a moderate climate. These two factors allow the employer to draw labor from a wider geographic area. The labor force in this area is characterized by an eagerness to learn, a willingness to work and a high level of productivity.

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- Utilities
- Major Manufacturers 4
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- Available Industrial Properties
- Contacts

Special points of interest:

- MTIDA offers complete location services (without obligation and in strict confidence) to firms seeking manufacturing or distribution facilities.
- MTIDA maintains ongoing, updated data on each town or community within our 38-county area.
- MTIDA can supply results of the latest labor surveys made in the Middle Tennessee area.
- Of the total estimated state population of 5.175 million, approximately 34% reside in the Middle Tennessee Area.

TAX STRUCTURE

LOCAL

	<u>City</u>	<u>County</u>
Property Taxes		
Rate per \$100 value	\$ 0.50	\$ 2.78
Ratio of Assessment		
Residential	25%	25%
Industrial	40%	40%
Personal (Equipment)	30%	30%
(Inventory Tax) Raw Materials Only		
Bonded Debt	\$ 12,580,000	\$ 147,708,521
Assessed Valuation	\$ 323,660,302	\$ 1,650,108,200
School Tax	None	None
Sales	1.25%	1.25%

STATE

INCENTIVES

- **No state tax on wages**
 - **No inventory tax on finished goods or goods-in-process**
 - **No sales tax on qualified industrial machinery and distribution/warehouse equipment**
 - **An excise tax credit**
 - **A jobs tax credit**
- To name a few**

Sales Tax 6%

Income Tax

Personal 6% on Interest & Dividends

Corporate (Excise) 6% on Net Earnings

Franchise Tax 25¢ per \$100 of Capital Properties

Unemployment Tax: New Employers 2.7% of first \$7,000

GOVERNMENT

Type:

Mayor and Aldermen
County Executive and Commissioners

Law Enforcement:

42 full-time police officers in city
82 full-time police officers in county

Fire Department:

2 stations, 6 pumper trucks, 1 aerial truck
12 full-time fire fighters in city; 26 volunteers
14 full-time fire fighters in county; 350 volunteers

Insurance Rating:

City - 5 County - 8-10

Zoning Regulations:

City - Yes County - Yes

Planning Commission:

City - Yes County - Yes

Industrial Development Corp:

City - No County - Yes

TRANSPORTATION

AIR SERVICE:

Nearest Airport: Smyrna Airport
Distance from City: 2 miles N
Runway Length: 8,037 feet; 5,546 feet
Surface: Concrete/Asphalt
Lighting: HIRL/VASI
Fuel: 100LL/Jet A
Repair: Major
Transportation: Rental & Courtesy Car

Nearest Commercial Service: Nashville International Airport

Flights: 412 arrivals/departures Serving 92 markets

HIGHWAYS

Federal: I-24 (5miles), I-65 (13 miles) and I-40 (15 miles)

State: US 41 and US 70

Other:

MOTOR FREIGHT:

Number: 5

Terminals: 5

RAILROADS:

CSX Transportation

Railroad

WATERWAYS:

Cumberland River with 9 ft. channel depth

Nearest Port Facility: Nashville, 5 miles

FINANCIAL INSTITUTIONS

Banks:

Deposits*

First Tennessee Bank	\$ 31,250
Bank of America	6,893
SunTrust Bank	14,734

(*dollars in thousands: as of June 30, 1999)

COMMUNITY FACILITIES

Medical:

Hospitals: None
3 Clinics provide primary care and specialty services
Doctors: Dentists: 2 Nursing Homes:

Churches:

Protestant: 13 Catholic: 1

Recreation:

12 ball fields, football, soccer, tennis courts, walking trail,
library

Restaurants:

Hotels/Motels: 4 with 215 sleeping rooms

Largest Meeting Room Capacity: 175

COMMUNICATIONS

Post Office Class: First

Newspapers: Tennessean - Daily
Rutherford Courier-Weekly
New Journal-Daily

Radio Stations: WMTS & WZRS

Television Stations: ABC, CBS, NBC, PBS, FOX
LaVergne Gov't. Access (Channel 3)

Cable Television: Yes Channels: 35

Telephone: South Central Bell
Tennessee Telephone Company

INDUSTRIAL SUPPORT SERVICES

<u>Service</u>	<u>Town</u>
Tool & Die	Local
Heat Treating	Nashville
Foundry	Local
Heavy Hardware	Nashville
Sheet Metal	Local
Lubricants	Nashville
Welding Supplies	Nashville
Distribution	Local
Const. Equipment Rental	Local

UTILITIES

GAS

Local Distributor: Nashville Gas & Smyrna Gas
Source: Texas Eastern
Fuel Oil Suppliers: 1
Suppliers of LP Gas: 1; MAPCO, LaVergne

WATER

Water Supplier: City of LaVergne
Source: Cumberland River
Capacity: 4,500,000 GPD
Current Consumption: 2,200,000 GPD
Storage Capacity: 5,000,000 Gallons

SEWER

Sewer Provider: City of LaVergne
Type of Treatment: Collection System
Capacity: 6,500,000 GPD
Current Usage: 1,800,000 GPD
City Sewer Coverage: 100%
Storm Sewer Coverage: 35%
Solid Waste Disposal: County Landfill

ELECTRICITY

Source Company:

Tennessee Valley Authority

Local Distributor City

Nashville Electric Service

General Manager:

Donald Kohanski

Phone: (615) 747-3895

Local Distributor County:

Middle Tennessee Electric Corp.

General Manager:

James O. Baker

Phone: (615) 890-9762

*MTIDA works closely with the Tennessee Valley Authority,
which supplies electric power to Middle Tennessee through
28 distributors.*

MAJOR MANUFACTURERS (50+ employees)

FOR ADDITIONAL INFORMATION, CONTACT:

Mr. George W. Shuff, III
Executive Director
Middle Tennessee Industrial
Development Association
2108 Westwood Ave.
Nashville, Tennessee 37212

Phone: (615) 269-5233
Fax: (615) 269-5184
WATS: (800) 227-6628
E-Mail: mtida@nashville.com



Firm	Product or Service	Employees-- Total	Union
Arrow Industries, Inc.	Paper products	98	None
Bridgestone/Firestone	Tires	1,900	URW
Celestica	Computer Assembly	250	None
Chromalox	Electronic Temperature	225	None
Cloud Concrete Products	Precast concrete products	80	None
Coats Co.	Wheel balances	200	UAW
Contour Medical Technology, Inc.	Cardiac monitoring electrodes	110	None
Franke Commercial System	Distributes small wears equip.	80	None
Hennessy Industries	Tire changer, wheel balancer	300	None
Hoover Co., Inc.	Ready-mixed concrete	150	None
Ingram Distribution Group	Books, prerecorded movies	2,600	None
Ingram Periodicals	Magazines	141	None
Leland parts	Distributor brakes, suspensions	55	None
Metromont	Precast Concrete	120	None
Magnetek	Electric motors & generators	200	None
Moll Plastic Crafters, L.P.	Plastic injection molding	140	None
Parthenon Metal Works	Welded steel tubing	260	None
Quality Industries, Inc.	Precision sheet metal products	323	None
Ryder Integrated Logistics	Warehousing Generators	54	None
A.O. Smith (formerly Magnetech)	Distributor Electric Motors	200	None
Sykes Enterprises	Software Aftermarket	100	None
Teledyne Advanced Materials	Tungsten alloy penetrator	450	None
Tennessee Farmers Cooperative	Fertilizer, feed, seed	410	None
Tennessee Metal Corp	Steel processing	90	None
The S.K. Wellman Corporation	Friction material	130	None
Thompson Machinery, Inc.	Caterpillar earth-moving equipment	300	None
Waldenbooks	Distribution center	946	None
Whirlpool Corporation	Built-in refrigerators	2,000	IUNA



For information on industrial sites and available industrial buildings contact:

Steve Benefield, President OR
Randy Brewer, Director
Economic Dev. Assoc.
Rutherford County Chamber of Commerce
501 Memorial Boulevard
Post Office Box 864
Murfreesboro, Tennessee 37133-0864
Voice: (615) 893-6565 Fax: (615) 890-7600
E-Mail: rutherfordchamber@home.com
Website: www.rutherfordchamber.org

City Administrator
LaVergne City Hall
5093 Murfreesboro Road
LaVergne, Tennessee 37086
Voice: (615) 793-6295 Fax: (615) 793-6025
E-Mail: city@lavergne.org
Website: www.lavergne.org/city/

OR VISIT OUR WEBSITE tvda-siteselector.com

Updated: 4/7/00

Location

LaVergne is located in Middle Tennessee, and borders the South side of Nashville on Interstate 24. LaVergne's population now exceeds 17,000 friendly people. The city has a broad industrial base and rapidly increasing residential area. The city consists of approximately 17 square miles of land. Also within La Vergne is about 5 square miles of Percy Priest Lake. Three boat launching areas are available for public use, along with two camp grounds.

Industry

LaVergne is the home to many large and successful industries. For example:

- Bridgestone Tire
- Thompson Machinery
- Ingram Book
- Walden Book
- Southwestern Publishing
- Haynes Publication

Our City is known as the *BOOK & VIDEO DISTRIBUTION CAPITOL OF THE WORLD!*

Population Trends

1980.....5,793
1990.....7,499
1994.....11,088 (Special Census, certified May 1994)
1996.....14,273 (Special Census, certified May 1996)
1998.....16,001 (Special Census, certified May 1998)
2015.....25,000 (Projection from Tenn. State Planning Office)

Our daytime population actually exceeds 30,000. County Population 1994..118,510

Commercial / Retail

LaVergne's retail cliental is the only seemingly untapped economic resource yet to boom. While several fast food establishments have located here in the recent years, other consumer related stores are still unfulfilled.

Climate

Annual Average Temperature 58° Average High Temp: 77° Average Low Temp: 43° Annual Average Precipitation 58.4" Mean Length of Rain-Free Days 180-220

Tax Structure

	City	County
Property Taxes (per \$100 Value)	\$0.50	\$2.78
Ratio of Assessment		
Residential	25%	25%
Industrial	40%	40%
Personal (equip)	30%	30%
(Inventory Tax- Raw materials only)		

Sales Tax	\$2.25%
State Sales Tax	6%
Income Tax (Personal)	6% on Interest & Dividends
Corporate(Excise)	6% on Net Earnings
Franchise Tax	25¢ per \$100 of Capital Properties

Local Government

Form of Government: Mayor - Aldermanic Charter

Law Enforcement - - 40 Full time Police Officers

Fire Department - - 2 Stations, 4 Pumper Trucks, 5 Full Time Fire Fighters per shift.

Insurance Rating - - 6

Planning Commission - - Yes

Zoning Regulations - - Yes

Utilities

Electricity Source - - Tennessee Valley Authority

Power Companies - - Nashville Electric Service, Middle Tennessee EMC

Gas Companies - - Smyrna Gas, Nashville Gas

Water - - City of LaVergne

Production Capacity - - 4.0MGD

Current Consumption - - 2.0MGD

Storage Capacity - - 3,750,000 Gallons

If you would like to see a detailed listing of demographic information, please select one of these options. (NOTE: The information included on these listings is based on the 1990 Federal Census. It is also based upon the Zip Code and not the City Limits. Part 1 is 274K and Part 2 is 99K)

Demographics Listing Part 1

Demographics Listing Part 2

If you are interested in locating a business in LaVergne or need more information, we'd be

happy to talk with you. You can E-mail City Hall or call us at 615-793-6295.

LAVERGNE CITY OFFICIALS

ELECTED MEMBERS

- Mayor Mike Webb
 - Vice-Mayor Mark Dodd
 - Alderman David Fleming
 - Alderman Sherry Green
 - Alderman E.T. Martin
-

CITY ADMINISTRATOR

- Don Pickard
-

DEPARTMENT HEADS

- Public Works Departments - M. Dwayne Hicks
- Police Department - Chief Howard "Butch" Morris
- City Recorder - Bruce Richardson
- Fire Department - Chief A.C. Wintermeyer
- Tax Collector - Evie Rutledge
- Library Director - Faye Toombs
- Finance Department - Treasurer Bob Joines
- Department of Planning and Codes - M. Dwayne Hicks

If you have any suggestions or comments about this Web Page, please E-mail us.

Last updated on July 8, 1999.





Rutherford County
Chamber of Commerce

SCHOOLS LIST

COUNTY HIGH SCHOOLS

Hulon Watson, Superintendent, 2240 Southpark Boulevard, 37128, Phone (615)893-5812

Majority are accredited by the Southern Association of Secondary Schools and Colleges

Eagleville High (K-12) 500 Highway #99, Eagleville, 37060, *Buddy Pate*, (615) 274-6336

Holloway High (9-12) 619 S. Highland, Murfreesboro, 37130, *Ivan Duggin*, Voc. Curriculum (615) 890-6004

✓ LaVergne High (9-12) 250 Wolverine Trail, La Vergne, 37086, *Jan Stauffer*, (615) 793-3515

Oakland High (9-12) 865 Patriot Drive, Murfreesboro, 37130, *Kenneth Nolan, Jr.*, (615) 890-5920

Riverdale High (9-12) 802 Warrior Drive, Murfreesboro, 37129, *Tom Nolan*, (615) 890-6450

Smyrna High (9-12) 100 Bulldog Drive, Smyrna, 37167, *Robert Raikes*, (615)459-6872

COUNTY ELEMENTARY AND JUNIOR HIGH SCHOOLS

Hulon Watson, Superintendent, 2240 Southpark Boulevard, 37128, Phone 893-5812

Majority are accredited by the Southern Association of Secondary Schools and Colleges

Barfield Elementary (K-8) 350 Barfield Crescent Rd., Murfreesboro, 37128, *John Calton*, (615)904-3810

Buchanan (K-8) 6050 Manchester Pike, Murfreesboro, 37130, *Mike Swanson*, (615) 893-3651

✓ Cedar Grove (K-8) 354 Chaney, LaVergne, 37086, *Harry Gill*, (615) 355-7925

Central Middle (5-8) 701 East Main Street, Murfreesboro, 37130, *William Vaughn*, (615) 893-8262

Christiana Elementary (K-8) 4701 Shelbyville Highway, Christiana, 37037, *Sue Parsley*, (615) 896-0614

Daniel McKee 2623 Halls Hill Pike, Murfreesboro, 37130, *Jim Christman*, Special Education, (615) 890-2282

David Youree (K-4) 250 Todd Lane, Smyrna, 37167, *Rita King*, (615) 459-3492

Eagleville (K-12) 500 Highway #99, Eagleville, 37060, *Buddy Pate*, (615) 274-6336

Homer Pittard Campus (K-6) 923 East Lytle, Murfreesboro, 37130, *Stan Baskin*, (615) 895-1030

John Coleman (K-4) 100 Wise Drive, Smyrna, 37167, *Joe Phillips*, (615) 459-2613

Kittrell Elementary (K-8) 7801 Woodbury Pike, Readyville, 37149, *Joe Herbert*, (615) 893-7604

Lascassas (K-8) 6300 Lascassas Pike, Lascassas, 37085, *Larry Stewart*, (615) 893-0758

✓ LaVergne Primary (K-3) 220 Stones River Road, La Vergne, 37086, *Sharon Summar*, (615) 793-3432

McFadden (K-6) 221 Bridge Avenue, Murfreesboro, 37129, *Paula Barnes*, (615) 893-7251

✓ Rock Springs (K-8) 1000 Waldron Rd. LaVergne, 37086, *Renee Minter*, (615) 904-3820

Rockvale (K-8) 6550 Highway #99, Rockvale, 37153, *Donnie Johnson*, (615) 274-6230

✓ Roy Waldron Jr. High (3-8) 125 Floyd Mayfield Drive, La Vergne, 37086, *Jon Dinkins*, (615) 793-7738

Smyrna Elementary (K-4) 1001 Sam Davis Road, Smyrna, 37167, *Jane Harrell*, (615) 459-6343

Smyrna Middle (7-8) 712 Hazelwood Drive, Smyrna, 37167, *Pat Essary*, (615) 459-8934

Smyrna Primary (1-4) 200 Walnut Street, Smyrna, 37167, *Terry Davenport*, (615) 459-3161

Smyrna West (K) 12619 Old Nashville Highway, Smyrna, 37167, *Kay Davenport*, (615) 459-4634

Stewartsboro (1-8) 10479 Old Nashville Highway, Smyrna, 37167, *Gary Seymore*, (615) 459-4272

Thurman Francis (5-6) 231 Todd Lane, Smyrna, 37167, *Jerome Drake*, (615) 459-4128

Walter Hill Elementary (K-8) 6309 Lebanon Pike, Murfreesboro, 37129, *Butch Campbell*, (615) 893-8046

MURFREESBORO CITY SCHOOLS

Marilyn Mathis, Superintendent, 2552 South Church Street, 893-2313

Schools are accredited by Southern Association of Secondary Schools and Colleges

Bellwood Elementary (K-8) 435 Sanbyrn Drive, 37130, *Tom Hartley*, (615) 895-2123

Black Fox Elementary (K-6) 1753 South Rutherford Boulevard, 37130, *Zane Cantrell*, (615) 893-6395

Bradley Elementary (K-6) 511 Mercury Boulevard, 37130, *Lynn Miller*, (615) 895-2672

Cason Lane Academy (K-8) 1330 Cason Lane, 37129, *Susan Gendrich Cameron*, (615) 898-7145

Erma Siegal Elementary (K-6) 135 W. Thompson Lane, 37129, *Barbara Tuckson*, (615) 904-1002

Hobgood Elementary (K-6) 307 South Baird Lane, 37130, *Dr. Ray Butrum*, (615) 895-2744

Mitchell Neilson Elementary (3-6) 711 West Clark Boulevard, 37129, *Greg Liles*, (615) 890-7841

Mitchell Neilson Primary (K-2) 1303 Jones Boulevard, 37129, *Sandra Parks*, (615) 895-2904

Northfield Elementary (K-6) 550 West Northfield Boulevard, 37129, *Charlene Norris*, (615) 895-7324

Reeves-Rogers Elementary (K-6) 1807 Greenland Drive, 37130, *Dr. Delores Doyle*, (615) 895-4973

PRIVATE SCHOOLS

Bellwood Christian Academy (K-12), 440 Sanbyrn Drive, Murfreesboro, 37130, (615)890-5553

Affiliate Member of ACE (Accelerated Christian Education), *Doug Winstead*

Cedar Hall School (1-8), 3552 Rock Springs Road, Christiana, 37037, (615) 893-4015

Member of T.A.N.A.S., *Gilbert Gordon*

Franklin Road Christian School (4 yr. K-12), 3124 Franklin Road, Murfreesboro, 37129, (615) 890-0894

Accredited Tennessee Association of Christian Schools, *Tim Stevens*

Lancaster Christian Academy (4 yr. K-5) 300 Maple St., Smyrna, TN, 37167, (615) 287-1141

Affiliate Member of T.A.N.A.S., *Sherry Lancaster*

Middle Tennessee Christian School (K-12), 100 MTCS Road, Murfreesboro, 37129, (615) 893-0601

3 & 4-year old Day Care Program

(K-3) 112 Division Street, Smyrna, 37167, (615) 459-0901

Accredited by Southern Association of Colleges & Schools, *Lisa Brock*, Elementary

Susan Cantrell, High School

Murfreesboro Seventh-Day Adventist Elementary School (1-8), 2815 Elam Road, Murfreesboro, 37130,

(615) 896-9654

Approved through State of Tennessee, *Linda Dickinson*

Providence Christian Academy (K-6), 1820 S. Rutherford Boulevard, Murfreesboro, (615) 904-0902,

(Currently meeting at Believers Chapel), *James Frazee*

ACSI Member School

St. Rose of Lima Catholic School (K-4), 1601 N. Tennessee Blvd. P.O. Box 4169, Murfreesboro, TN 37133-4169,

(615)898-0555, *Sister Mary Geginald*, O.P. Principal or *Patricia Vance*

UNIVERSITY

Middle Tennessee State University, Murfreesboro, 37132, (615) 898-2300

Dr. James Walker, President

VOCATION SCHOOLS

Tennessee Technology Center at Murfreesboro, 1303 Old Fort Parkway, Murfreesboro, 37129, (615) 898-8010

Monte Thomas, Director

Adult Education, 211 Bridge Avenue, Murfreesboro, 37129, (615) 896-0876

James Tune, Director

Must be 16 or older; sessions begin February, July & October; 21 courses offered

Tennessee Rehabilitation Center, 460 9th Avenue, Smyrna, 37167, (615) 459-6811

Joe DiDomenico, Director

Must be 16 or older; must be approved by Rutherford County Counselor

Tennessee Vocational Training Center, 1132 Haley Road, Murfreesboro, 37129, (615) 898-8088

Alan Hood, Manager

Training and job placement aid for individuals with disabilities